





# A DYNAMIC CULTURE



BMW Group DesignworksUSA is a global design consultancy with over 37 years of experience, offering a unique suite of strategic design services. With studios in the US (Los Angeles), Europe (Munich) and Asia (Singapore), DesignworksUSA stands out as an international leader in design. DesignworksUSA's deep understanding of future context illuminates opportunities and differentiation potentials for some of the world's most premium brands. We believe that breakthrough design requires the fusion of different insights. It also demands open-mindedness, attention to detail, and a real aesthetic conviction. At Designworks USA, our design is based on our collective knowledge, curiosity and quest for excellence. Through our collaborations, our clients are able to realize design's fullest business potential.

# EV N T M E N T

## 1972-1977

In 1972 Charles W. (Chuck) Pelly founded DesignworksUSA. Its first office was located in Malibu Canyon. Starting small with a staff of 3 full-time designers, the studio was focused primarily on transportation and seating design.



## 1983-1987

Because of DesignworksUSA's expertise in automotive seating design and ergonomic development, the studio receives its first project from BMW Group in 1986 with the BMW 850 seat. Key projects during this time were; Grammer Transportation Design (train seats), Oculab (glaucoma eye tools), GM (Corvette seat), Magna (Torero Concept Car), and Hughes (ground systems).

## 1983-1987

During an exceptional period of growth, DesignworksUSA expanded and relocated to Van Nuys. During this time period, the studio acquires several new clients, including Air Shield Steiger (tractors), WaterPik (faucets and water purifiers), and Grammer (dental seating), broadening the industries that DesignworksUSA serves.

## 1988-1994

Due to robust growth, in 1988 DesignworksUSA expands into its current location, a 38,000 square-foot facility in Newbury Park. DesignworksUSA acquires its first BMW car exterior design project; the BMW 3 Series (e46) in 1992. Also in the early 1990's, DesignworksUSA establishes important new relationships with industry leaders, Compaq (personal computers), Nokia (mobile telephones) and Siemens (electronics).

# 1977

#### 1995- 1999

1995 was a pivotal year in our history. In May, DesignworksUSA becomes a part of BMW Group. Also that year, in our studio, David Hockney paints his "Art Car" in a dazzling and inspiring event. In 1997 we celebrate our 25th anniversary with the top BMW management team joining in the festivities. Key projects include: Siemens Medical Machine; Compaq Workstation; Magellan GPS Color Trak; Sachs; and Adidas Kobe 8 CD-ROM.

#### 2004-2009

Verena Kloos becomes DesignworksUSA president in 2004, and two years later, DesignworksUSA launches its Asian studio. With the location in Singapore, DesignworksUSA is recognized as a global design consultancy with the ability to identify design trends from North America, Europe, and Asia. In 2007, DesignworksUSA unveils their new studio wing in Los Angeles which immediately receives attention and praise. Key projects include: Microsoft Industrial Design Toolkit; Nilfisk Power Vacuum; Embraer Phenom 100 and 300; ecopod E1 Series; Aerovironment Wind Turbine; Boeing Business Jet Interior Concept; Embraer Mid Size Jet Concept; Saeco Talea; Zeydon Yacht Concept

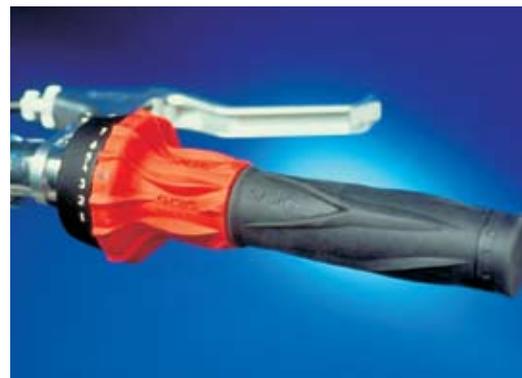


#### 2000-2004

DesignworksUSA enters the new millennium recognized as a leading design consultancy, and opens its Munich studio. In 2001, Adrian van Hooydonk is named president of DesignworksUSA. The Newbury Park studio is redesigned during this period to become a state of the art facility built with sustainability in mind. Key project are: John Deere (earth mover), Trico (bicycle seating), Boeing Business Jets (airplanes) and Remington (personal care equipment).

# 2009





## LONG TERM COLLABORATIVE RELATIONSHIPS

### Global cross category expertise

DesignworksUSA has over 37 years of experience in developing highly creative design solutions for client partners in almost every industry. With a deep understanding of future context, especially changing cultural values, DesignworksUSA brings the highest level of design competence to a broad but select range of premium products, including cars, sports equipment, motorcycles, medical equipment, lifestyle products, trains, fashion, airplanes and high technology devices. We've worked for some of the world's most recognized and coveted brands, some for many years, including BMW, MINI and Rolls-Royce Motor Cars, John Deere, Nokia. Other DesignworksUSA clients include Hewlett Packard (HP), Microsoft, Starbucks, Boeing Business Jets, Embraer, Advanced Medical Optics (AMO), and Bavaria Yachts. With global resources and clients across a spectrum of forward-thinking industries, DesignworksUSA has an unparalleled understanding of consumers and the world of design that surrounds them, both today and many years to come.

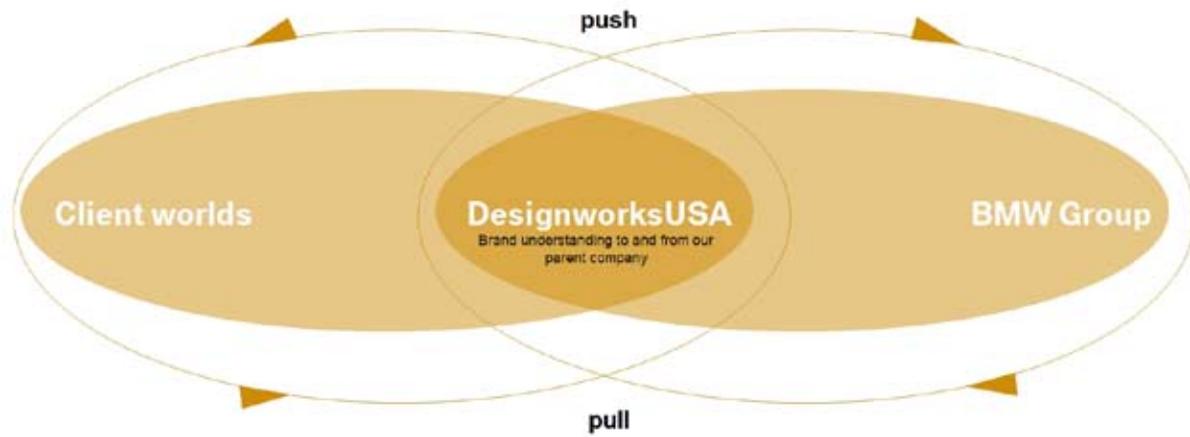


# VERENA KLOOS

## President

BMW Group and DesignworksUSA have a unique relationship based on a shared passion for design. First partnering in 1986 with the design of the 8-series seat, BMW recognized DesignworksUSA's design excellence in a range of industries, and brought these talents in-house to make DesignworksUSA a subsidiary in 1995. Brands within the BMW Group, including BMW cars and motorcycles, MINI, and Rolls-Royce Motor Car, require a fascinating pool of alternatives from which to select final designs. By our two companies combining, BMW Group and DesignworksUSA are able to work together, sharing knowledge, processes, and ideas. DesignworksUSA brings a deep brand understanding and a wealth of knowledge to BMW Group as a result of working with clients in various other leading categories. While DesignworksUSA's outside clients benefit from our relationship and insights from BMW. We think of this as a "Push-Pull" Model of leveraged expertise— "Push" in that insights gained through our cross-category work are capable of effecting BMW's products in various markets and industries, and "Pull" in the sense that BMW thought processes and design culture effect and inform our work for our other clients as well.

industry insights  
capability to effect markets + industries



BMW thought process advantages  
design culture competence



ADRIAN

VAN HOOYDONK

DIRECTOR BMW GROUP

Former DesignworksUSA President, current BMW Group Design Chief

Good design can only be achieved by bringing together a wealth of talented people. DesignworksUSA is fortunate to have adventurous client partners as well as a diverse and highly skilled creative staff. Invariably, the DesignworksUSA team is able to overcome potential barriers, and develop successful design because of our enthusiasm, conviction, and passion. Our positive attitude is contagious, making the challenges inherent in all design development accomplished with good humor and effective teamwork.



# CORE VALUES

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Core Values are an organization's essential and enduring tenets. They are a timeless set of guiding principles. At DesignworksUSA we value creativity. We express it through design. In all of our work, we are aware of the functional, commercial and cultural contexts in which each design exists. The triple bottom line which all of our clients must increasingly consider - people, planet and profits - are incorporated in our Core Values.

we are connected through our  
CREATIVE COLLABORATIVE  
CULTURE

we cherish our CREATIVE  
HUMAN CAPITAL

our CROSS-FERTILIZATION is based  
on our collective knowledge

we are DRIVEN TO DESIGN

our inspirational future thinking  
is dedicated to SUSTAINABILITY



**Randy Lewis**  
Director  
Creative Engineering and  
Sustainability Consulting

People often assume sustainability will have a negative impact on profitability. Sustainability's three guiding principles: financial, environmental, and social, however, can have a positive impact on brands, and provide a significant return on investment. DesignworksUSA helps clients understand the problem and take the necessary steps to address sustainability in their businesses. We do this through SHiFT, which utilizes various tools including a lifecycle analysis that is scientifically backed. Leveraging SHiFT typically results in unexpected, and profitable, new alternatives and opportunities.



VALUE SHIFT

**Alec Bernstein**  
Director of Strategy, Research,  
and Strategic Partnering

IN SOCIETY

A key DesignworksUSA initiative is a focus on Health, Wealth, and Sustainability (HWS), and how these three impact one another. Health refers to all of the things that comprise the physical and mental well-being of individuals and is the fundamental element that makes life more enjoyable, successful and fulfilling. Wealth is, above all, the freedom to pursue those things beyond the basic human needs of shelter, food and safety. Sustainability is development that meets the needs of the present, without compromising the ability of future generations to meet their own needs. DesignworksUSA has become specific experts and a resource in the tangible aspects of health and wellness; experts in creating unique experiences of wealth; and experts in sustainable business practices for both our external clients and BMW Group brands.



**Michael Scully**  
Creative Director  
Strategy & Research

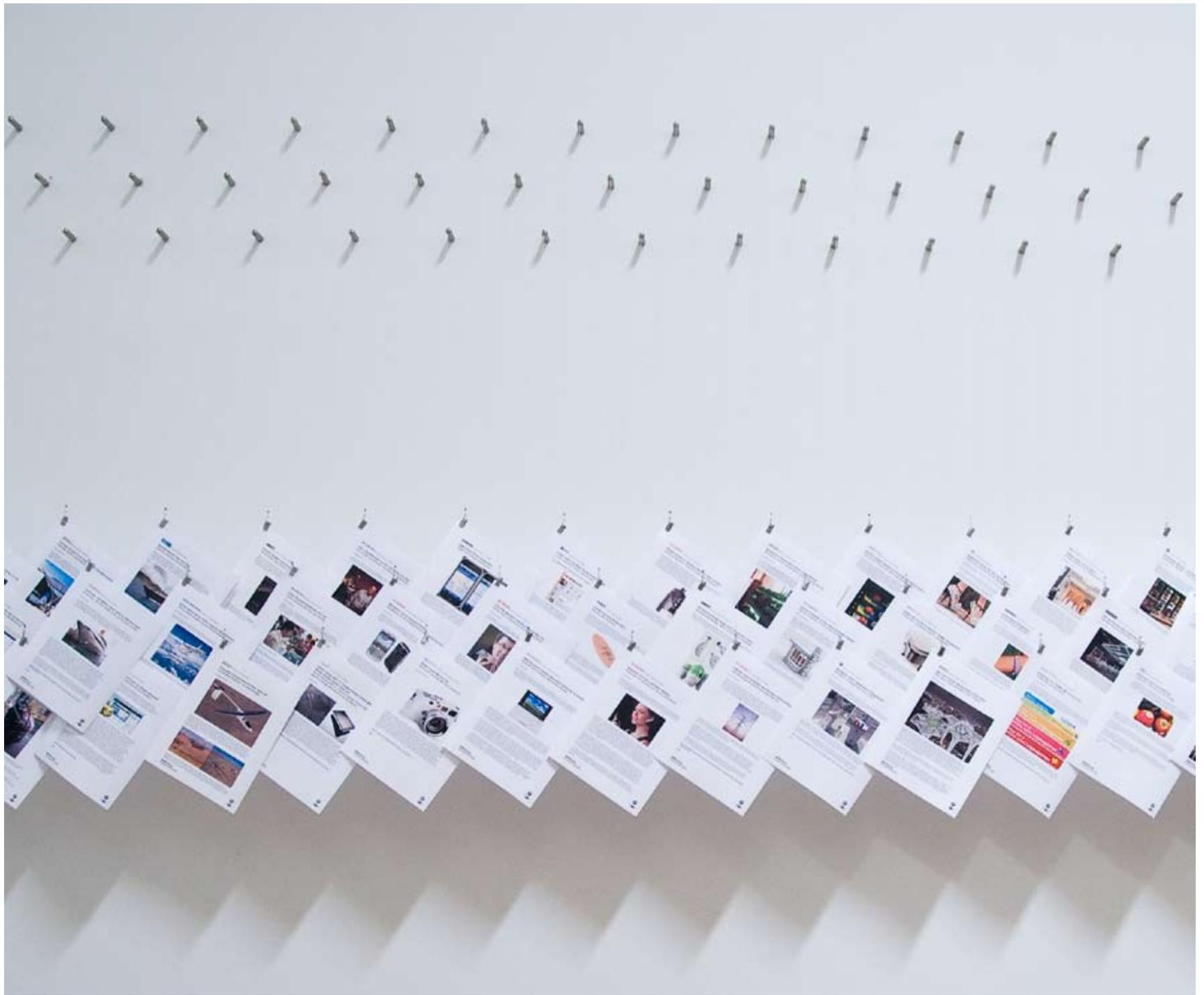
# THE FUTURE OF MOBILITY

Through an intense convergence of global economic and cultural events, mobility design has arrived at a moment of great significance. As the world shifts from conspicuous consumption to conspicuous ecology, ideas about transportation have also changed. DesignworksUSA understands the need for mobility to be seamless, enabling, and efficient. Successfully implementing these principles often relies on the removal of functional, stylistic, and interactive impediments which often constrict the flow of mobility in our cultures.

Just as the automobile can be a clean yet emotive, aspirational object, so too can mass transit provide an effortless, uninterrupted flow of movement throughout modern Megacities. As designers we have the imperative task of defining new symbols and methods for this movement: creating new expressions of what dynamic, connected, and responsible mobility can be.

Toward this objective, DesignworksUSA is shaping designs with improved aerodynamics and lighter weight— the two most pronounced areas for physical optimization within vehicles. These disciplines, fluid dynamics and lithe structures, each contain rich inherent aesthetic vocabularies that provide highly relevant inspiration and meaning. In combination with an in-depth exposure to the contexts in which our products and customers exist and interact, these native languages of efficiency propel our creation of future-driven mobility which resonates functionally, ecologically, and emotionally.



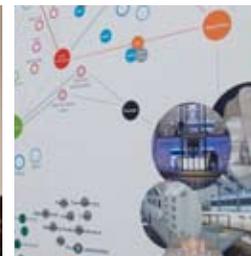


THINK / STRATEGY /

**Laura Robin**  
Director  
Strategy & Research

RESEARCH

Design thinking is strategic. It is also research-based thinking. At DesignworksUSA our research strategists join with our designers to collaborate on usability, ergonomic, and attitudinal research. The resulting data and insights are translated into a strategic framework to help design answer critical questions, such as how should the brand be communicated; how can we meet a consumer's unmet needs; how can we create the industry benchmark; and where do we start.



## CURATED CREATIVITY

Part of developing a vibrant creative culture is up to the minute knowledge sharing. Our designers find inspiration and stay informed through DesignworksUSA's "Food for Thought" lecture series. Compelling subject matter experts from a variety of fields spend an hour with our team over lunch. The format is extremely flexible and casual. Topics have included sustainability in architecture, mobility, and urban planning; success in leadership; quantifying design and its impact; and a range of cross-cultural insights. In addition, DesignworksUSA team members acquire contextual knowledge via STEEP, a proprietary weekly newsletter, looking at trends in politics, economics, technology and social issues.





## SEED FUTURE CREATIVITY

At DesignworksUSA we share our passion, enthusiasm, and knowledge of design by actively mentoring students one on one; teaching design at various schools and levels; and hosting design students at our studios. Our team members are sought out by various universities, organizations and conference as valued public speakers. Interaction with young audiences, especially, inspires us and keeps DesignworksUSA in touch with a youthful perspective as well. Through these activities we are able to help others understand the power and value of design.





## EVENTS & VISITORS

DesignworksUSA hosts numerous events and visitors throughout the year. Our studios serve as a hub for thought leaders to gather, and special occasions in design to be celebrated. Most recently, in collaboration with HP, we launched the Z Workstations at DesignworksUSA. The BMW Z4 Roadster introduction also took place at our studio with a series of talks, news conferences and behind the scenes tours. These events are a great way to celebrate the completion of our innovative designs. We hosted the TED community for a 7 series reveal event with progressive content. We wowed Rolls-Royce Motor Cars special owners with a design day and coupe reveal, while holding an intimate briefing day for Rolls-Royce Motor Cars dealers. Many art enthusiasts, journalists, and university professors come to DesignworksUSA for a glimpse at the future of design.





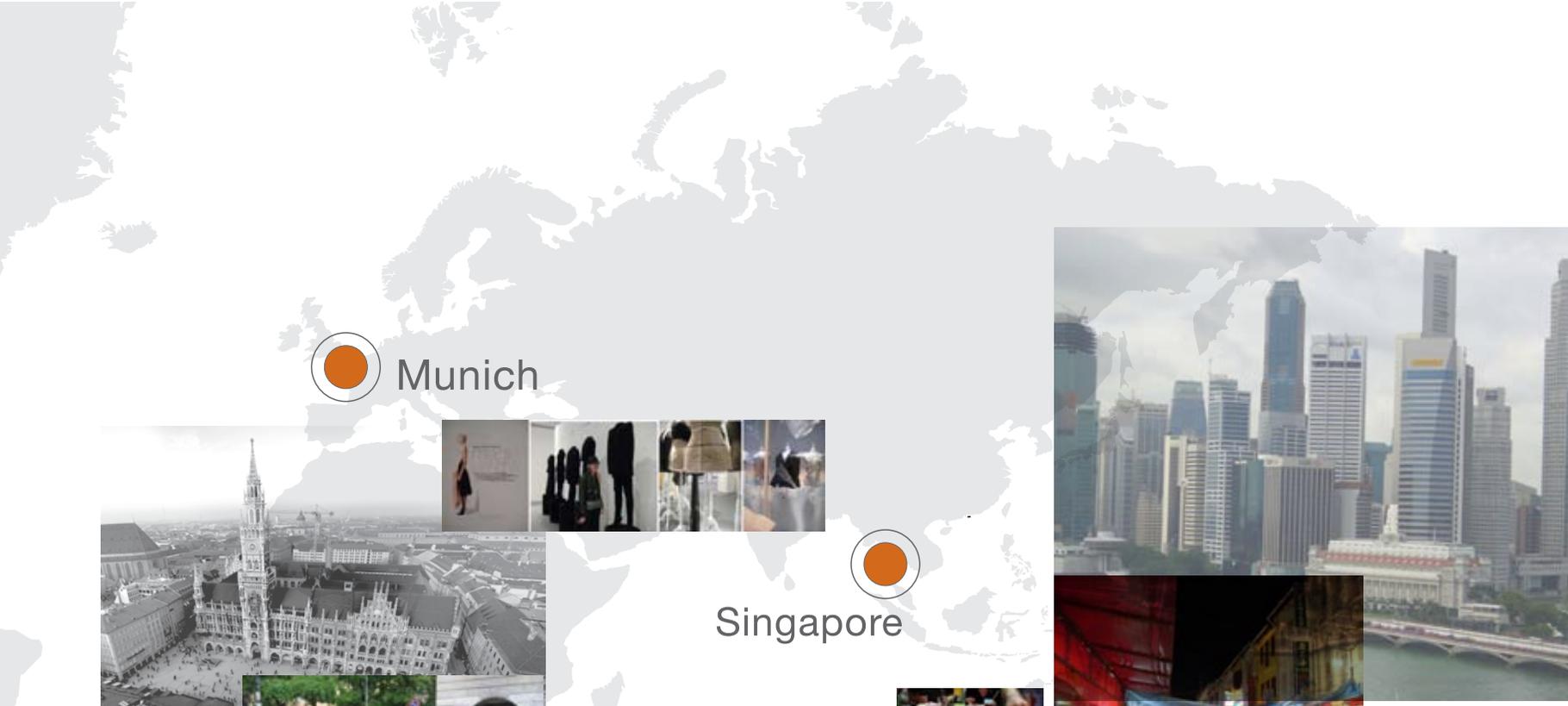


Los Angeles

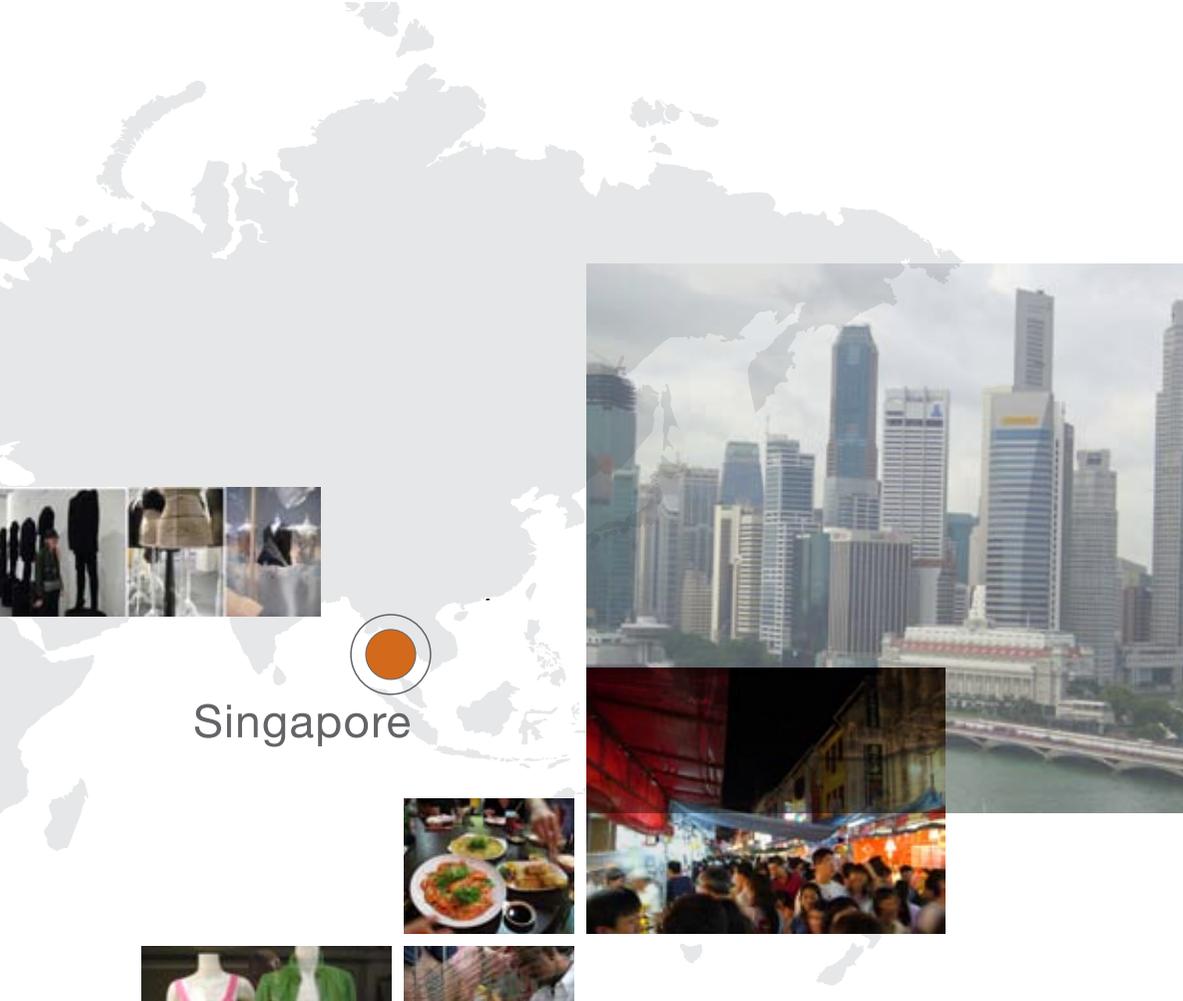
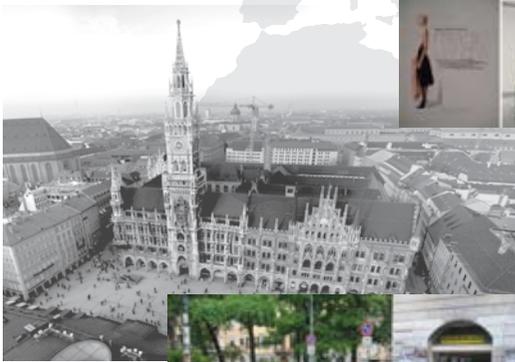
# 360

## CREATIVE WORK ENVIRONMENT

DesignworksUSA is one team in three places around the world. Our perspective is both global and local. Headquartered in Los Angeles where entertainment, car culture, aerospace, and lifestyle trends incubate, flourish, and converge, DesignworksUSA is steeped in a creative culture always looking forward. Our studio in Munich bridges diverse perspectives with a sophisticated European sensibility, while our Singapore studio captures and translates the vibrant culture and emerging trends of Asia to inform and inspire the work. Cross-disciplinary creative teams from our three studios work together to bring varied perspectives and different cultural influences to life for our clients. DesignworksUSA is comprised of individuals with a wide range of skill sets. Representing 24 different nationalities, our designers are fluent in all of the major international languages. Our team frequently exchanges members between our three studios, furthering our shared knowledge base, increasing staff stability, and infusing each studio with new perspectives.



Munich



Singapore



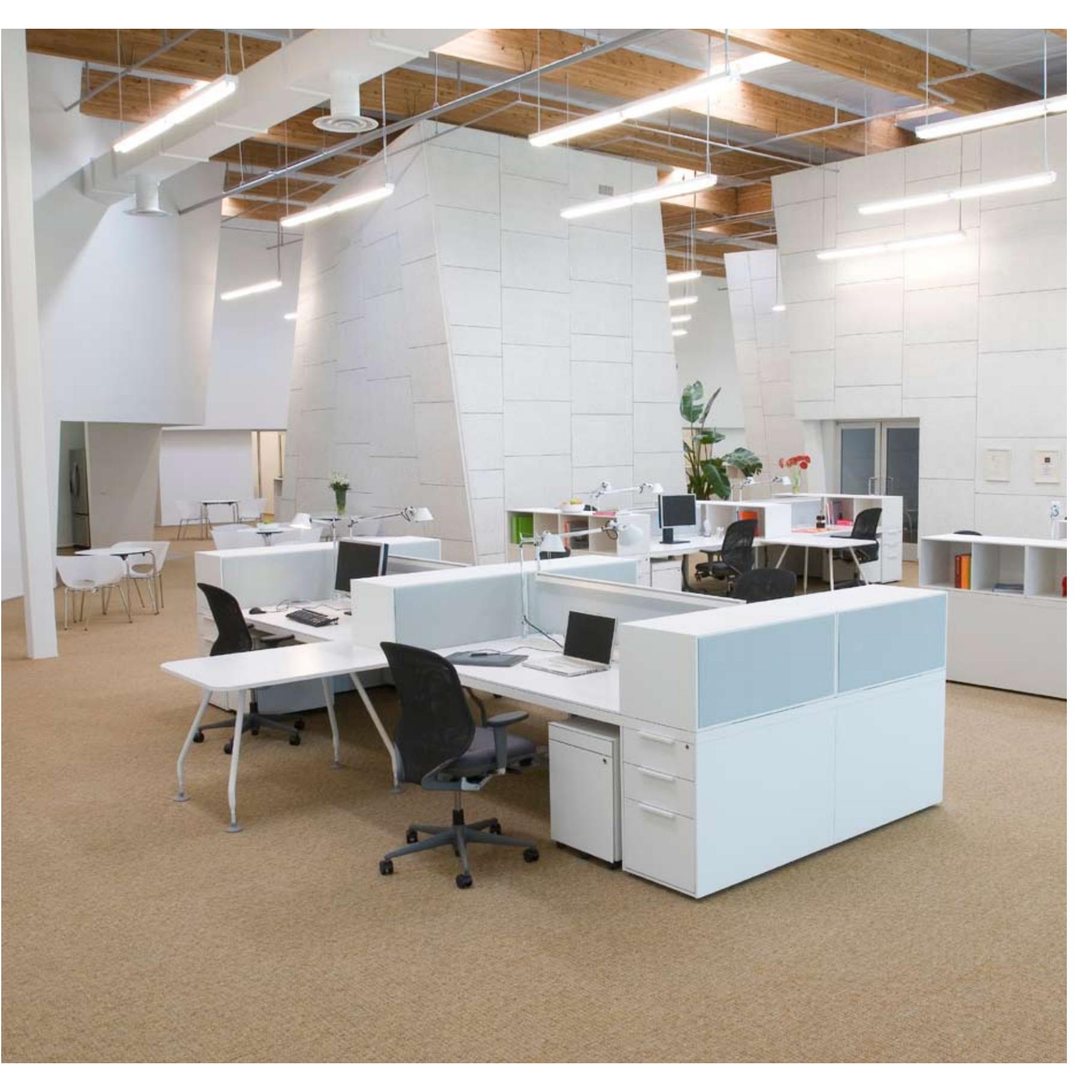
Munich has a deep connection to tradition that goes far beyond biergarten and Oktoberfest. The city reinterprets German culture in new and fresh ways, and nurtures the creative spirit of those who live there. Munich is a right-sized city, neither too big, nor too small, that offers a nice mix of modern urbanity and lush natural green zones. With a great quality of life, it can be a really joyful city, but perhaps not at first glance. Munich's inspiring spots, lovely areas, and secret corners, unveil themselves beautifully to those who search them out. What we love about living and working in Munich is that it is an endless playground of motion— there's always something more to do and enjoy.

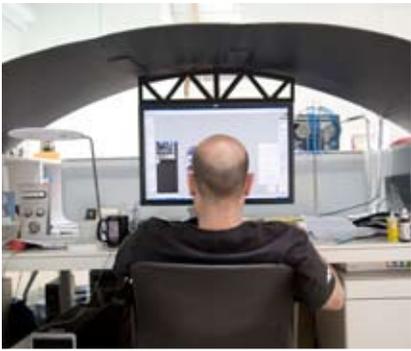


CREATIVE WORK ENVIRONMENT

## Los Angeles

No day is like the one before for the design team at DesignworksUSA's headquarters in Los Angeles. Variety and diversity are two key ingredients for a day's work as a designer. Strolling by the research wall of cleverly displayed trends across all markets and mainstream topics; joining colleagues for a cappuchino in the kitchen cafe brewed from a DesignworksUSA designed espresso machine; browsing the color, materials, and finish storefront samples just begging to be picked up and touched; gathering for a team meeting in the center piazza resting on colorful bean bags; getting dirty with clay to give a product life; being humbled by the massive size and power of the 5 axis Mill at work; passionately debating an idea or sketch over lunch; and capturing all of the tireless effort and thought that went into the design via photograph can all be expected as part of their day for a designer at DesignworksUSA.



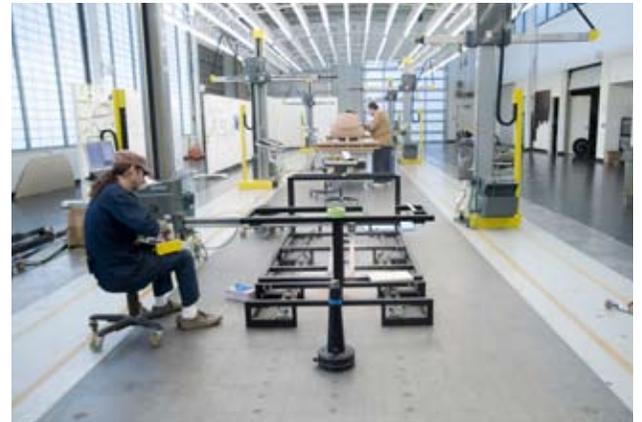
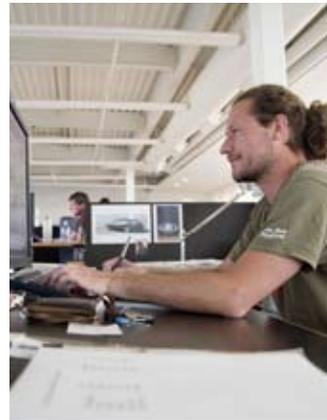






## L.A STUDIO

The environment at the Los Angeles DesignworksUSA studio is an inspiring workspace to create in. Renovated to be energy efficient, the studio features extensive use of daylighting, sustainable materials, and water efficient landscaping. Creating an open, collaborative, and neutral environment was the right long term decision for DesignworksUSA. Overall conditions including ergonomics, air quality, light quality, and wellness were enhanced, and our team has improved workflow and higher productivity. Our workspace provides a white canvas to create from, and the proximity to both Southern California's car culture and entertainment industry impact our design.

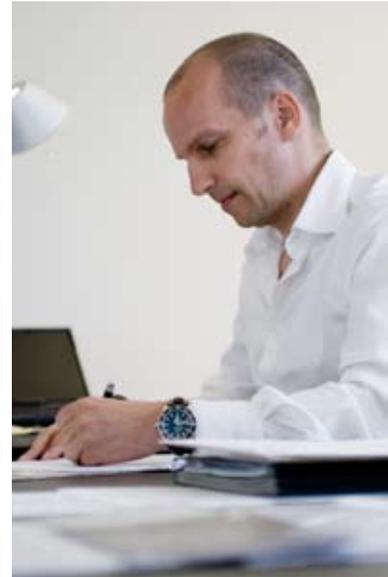


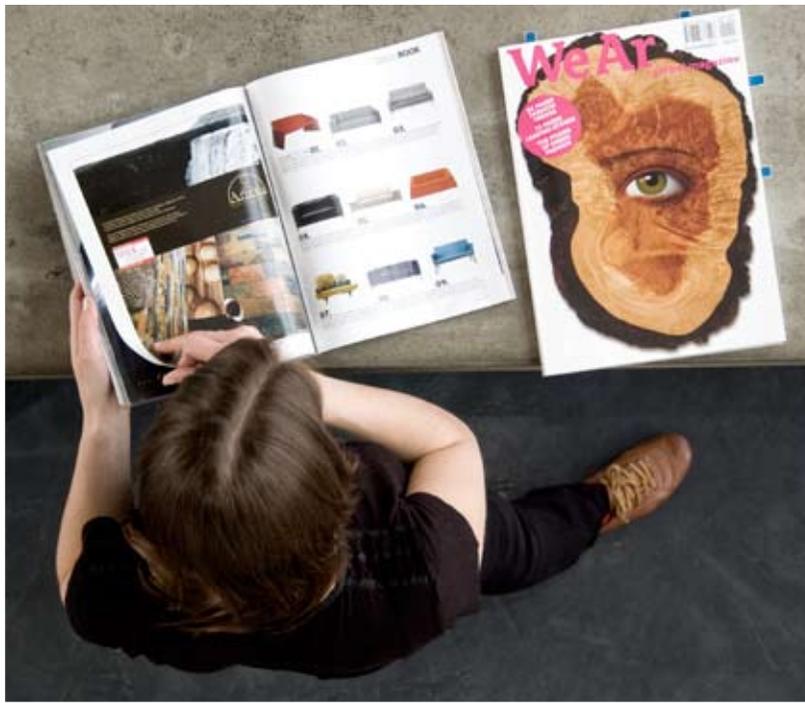


CREATIVE WORK ENVIRONMENT

MUNICH

DesignworksUSA in Munich locates our team close to the headquarters of our parent company, BMW Group. Being the economic powerhouse of the EU, Germany places a strong emphasis on innovation through its manufacturing, biotech, investment and thriving business startups. Munich's proximity to leading design centers, Paris, Milan and London, creates ready access to a vibrant and diverse European culture. Munich is one of the most livable and cosmopolitan cities in the world and DesignworksUSA's Munich studio reflects these qualities in our work.









CREATIVE WORK ENVIRONMENT

# Singapore

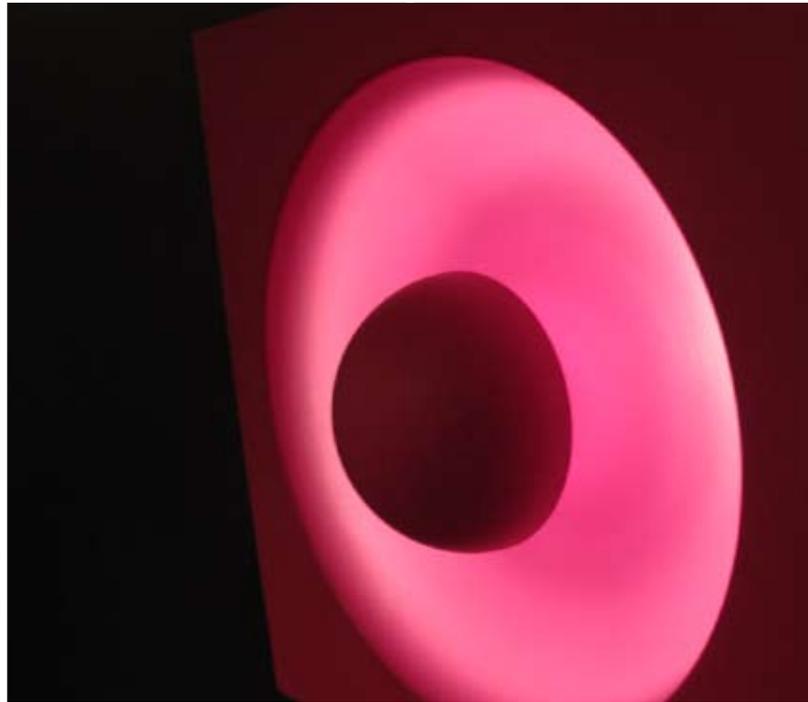


Our Singapore studio complements DesignworksUSA's international network. Tapping into Asia's emergent markets allows DesignworksUSA to gain a deeper understanding of Asian consumer behaviors and to offer a cross-cultural perspective to our clients. In addition, all of DesignworksUSA's clients profit from a seamless design approach and engineering support around the clock because our 3 studios span the globe. The Singapore studio boasts an envied proximity to both hi-tech manufacturing and leading financial centers of Southeast Asia. Because Singapore is a cultural melting pot with strong Intellectual Property laws and governmental support of design, our studio there serves all of our clients as an Asian hub.



# SINGAPORE STUDIO

Located on the 15th floor of the vibrant harbour district and set against the dramatic backdrop of the city skyline the DesignworksUSA Singapore studio hums with unmatched creativity from countless different nationalities. Cross-cultural fertilization is omnipresent in every detail from Italian espresso to Chinese cookies to Scandinavian furniture. It is through this unique atmosphere of a buzzing Asian metropolis that continuous inspiration is drawn, where the DesignworksUSA Singapore team observe, innovate and operate as agents of ideas.



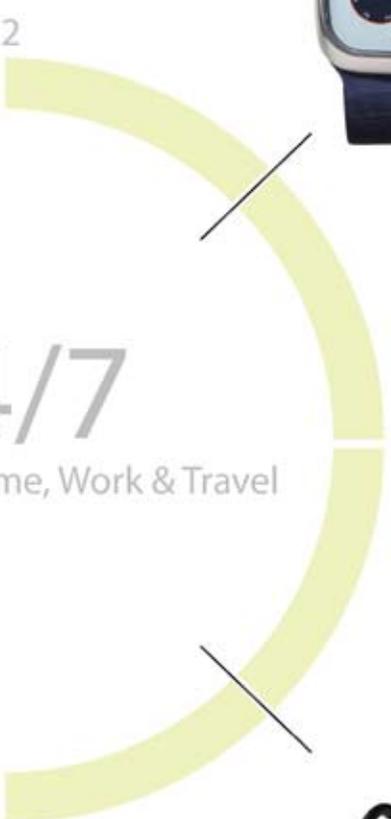
DesignworksUSA is one of the few global design agencies with a full spectrum of design expertise. We offer this breadth of design at the highest level of creativity under a single roof, leveraging trans-disciplinary knowledge, ideas, and experience to enrich all of our work.

DesignworksUSA is proud of our many long-term client relationships with a broad range of industry leaders. Our works spans a number of distinct and varied industry categories. The commonality is design excellence

## SERVICE OFFERINGS

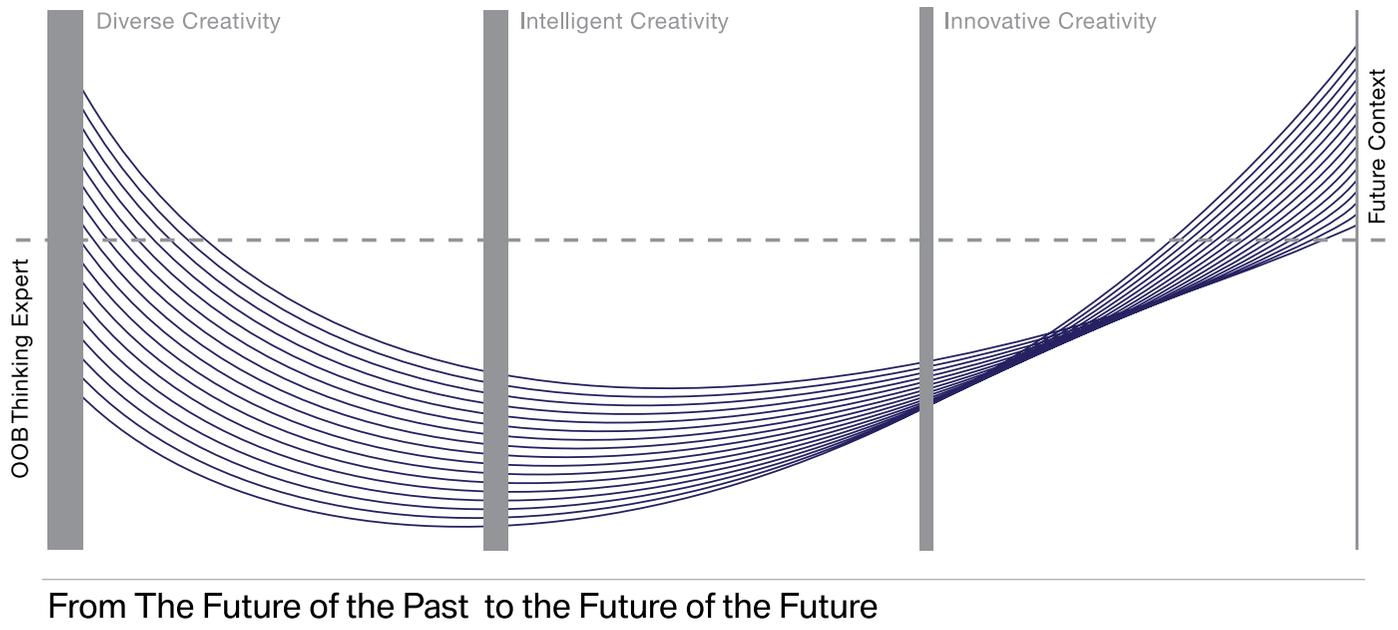
- Product Design
- Automotive Design
- Transportation Design
- Environmental Design
- Interaction Design
- Color, Material & Finish Design
- Branding
- Design Communication
- Design Research
- Design Strategy
- Sustainability Consulting
- Creative Engineering
- Product Development Engineering
- 3D Visualization and Modeling
- Project Management





## INDUSTRY SECTORS

- Automotive
- Commercial Aviation
- Private Aviation
- Culture
- Consumer Electronics
- Clean Energy
- Agriculture Equipment
- Construction Equipment
- Food & Beverage
- Healthcare & Medical
- Hospitality
- House & Home
- Lifestyle & Luxury
- Motorcycle
- Personal Care
- Retail
- Software
- Active Sports
- Telecommunications
- Textile
- Commercial Transportation
- Public Transportation
- Wellness
- Work & office
- Yachting





# SIEMENS AVANTO S70

## **Metro Mobility**

For Siemens Transportation Systems (STS), DesignworksUSA introduced a new Light Rail Train exterior design for metropolitan transportation. Early design concepts explored functionality, ergonomics and style that captured the STS identity and philosophies. The exteriors of the Avanto S70 reflect new technologies introduced with this line, and convey the message that this train is at the leading edge. It also expresses a relationship to its successful European counterparts, but with the clearly visible influences of California. The train was launched in the city of Houston, Texas.

1998





# JOHN DEERE 850J CRAWLER

## Durable Toughness

DesignworksUSA has been designing agricultural and earth-moving construction equipment for John Deere for over ten years. The John Deere 850J Crawler exudes toughness, strength, and durability — key aspects of an aesthetic language introduced with the well-received smaller machines in this line. The enclosed cab is a climate-controlled environment delivering one of the lowest-in-class interior decibel levels while providing the operator with a clear line-of-sight in all directions. Standardization is a major factor, leveraging the latest electronic, hydraulic and software technology to create a unified, cohesive whole.

1995





# NOKIA MOBILE COMMUNICATIONS

## The Art of Partnership

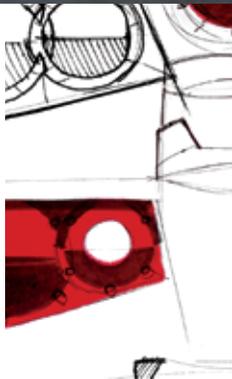
For over a decade, DesignworksUSA has supported one of our largest clients, Nokia, in the design of striking new forms to communicate the power, versatility and leading edge technology of Nokia mobile communications products. As longstanding creative partners, DesignworksUSA contributed numerous new design ideas to Nokia's own total creative process. At Nokia, design is a fundamental building block of the brand, and DesignworksUSA is proud to have collaborated and shared their passion.

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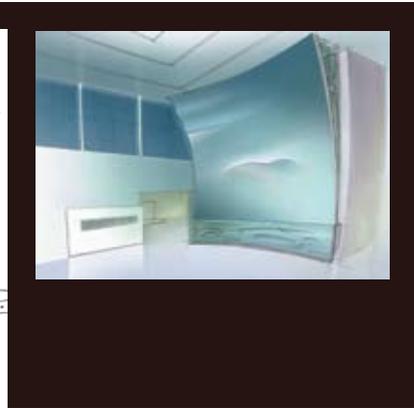
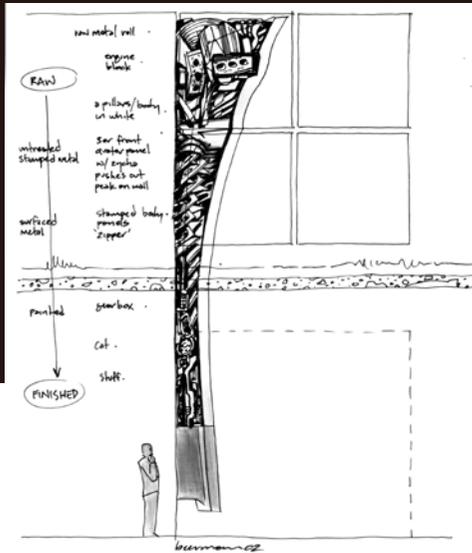


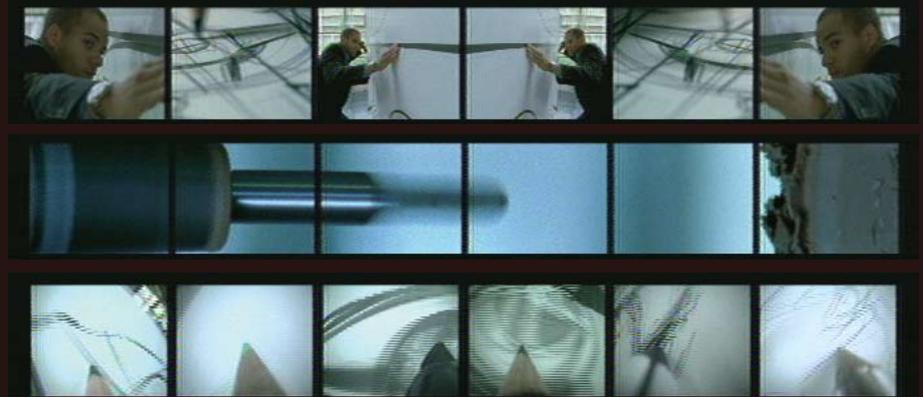
## BMW X COUPE

### **Kinetic Asymmetry**

The four-wheel drive X Coupe concept vehicle, supported by a film and limited edition book, create a coherent package that represents a new BMW exploration in design. It is an unprecedented sporty active-life vehicle concept with an exciting kinetic surfacing language that glistens in the light, in metal, in film, and in print. From the car itself, to the 35mm filmed helicopter shots emphasizing the asymmetry, to the fine art photography and elegant design of the collectible book, the X Coupe shows us a dynamic future.

2001





## PINAKOTHEK DER MODERNE

### ART OF CAR DESIGN

#### **Capturing the Design Process**

Pinakothek der Moderne, in Munich, is the world's largest, and leading, museum for design and the applied arts. For this museum, DesignworksUSA created an art installation that celebrates the artistic process and the "Art of Car Design." We created this installation to communicate that sculpture is at the center of the design process, as well as serving as a link between vehicle creation and production. The installation features a sculpture made from 30 tons of handpicked Carrera marble, along with a 120-square meter hovering wall, suspended hidden car parts, a 6-monitor film installation about the design process, and a night projection system set to music by Phillip Glass.

2000

# STAR TRAC FITNESS EQUIPMENT

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## Strength and Beauty

Invited by Star Trac - makers of cardiovascular and strength training equipment used by millions daily - to redesign its Star Trac Elite™ fitness equipment line, DesignworksUSA did strategic user research with fitness club owners and directors, personal trainers, and exercise enthusiasts. The resulting design is a sleek, curvy machine that presents both new and experienced users with an appealing, more comfortable workout experience, with increased stability, durability, and delivering a highly effective cardio workout.

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2004







## PILATUS PC-12

### **Excitement In Flight**

When it came time to develop the interiors Color and Material Program for Pilatus Aircraft Ltd.'s PC-12, DesignworksUSA's expertise in developing color and material concepts for the highly regulatory automotive industry made us a natural choice. Exploring themes vital to the Pilatus brand — the established culture, the contemporary mindset, and the notion of modern balance — resulted in three principal design packages incorporating an array of items from seating, flooring and carpeting to wall covering, partitions and bulkhead, all with FAA approved materials for aircraft applications.

2004



# KYOCERA WIRELESS

## Genius Simplicity

When DesignworksUSA created the vibrant, dynamic and distinctive Soho product line concepts for handsets and accessories, it meant translating Kyocera Wireless Corporation's core brand values and marketing strategy ("Genius of Simplicity") into a physical design. Identifying non-perpendicular lines and thick-to-thin transitioning strokes as important future design trends, three groundbreaking new "Simple Rules" product offerings were developed. The visionary designs for the Soho product line met with widespread approval when presented at the telecom industry's primary trade show, and then inspired Kyocera's subsequent products.

2004





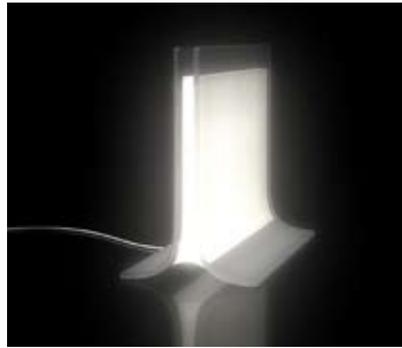


## MICROSOFT INDUSTRIAL DESIGN TOOLKIT

### **Holistic Computing Experience**

Developing an Industrial Design Toolkit for Microsoft's OEM and ODM hardware manufacturing partners required input from experts in industrial design, engineering, communication design, 3D modeling, color and material design, and design strategy — exactly the kind of trans-disciplinary collaboration that is DesignworksUSA's principal strength. The result is a design language that can be applied to a wide variety of hardware products, mapping product interaction to surface language and form design to allow hardware companies to maintain their own brand expressions while achieving the desired holism with Windows Vista™.

2006



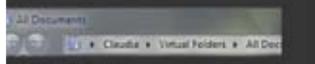
all the principles of Windows Vista that speak to quality and precision can be expressed in the treatment of radii used for outer surfaces.



Alignment with Windows Vista UI: tight and crisp, fully-mounted radii

Not consistent with Windows Vista UI: wide or soft-looking radii

The window corners in the Windows Vista UI, outer-edge radii could be tight and crisp, rather than wide or soft-looking. While each individual design will determine exactly which radius to use, the look of precision should be maintained.



Example: Windows Vista Beta 2

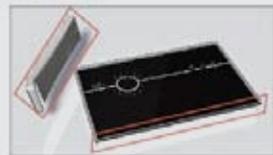
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## 4.0 FORM AND GEOMETRY

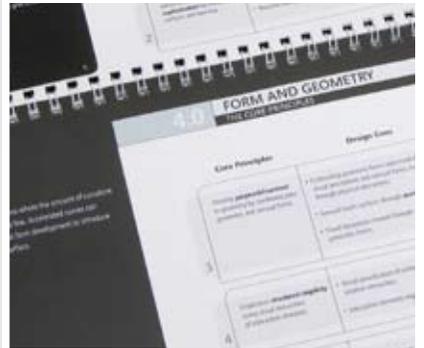
### THE PRINCIPLES INTERPRETED

Core Principle 5: Communicate quality, respect, and discipline through 360-degree detailing. No surface is left untouched.

Example: Dell Phone



Quality, respect, and discipline applied through 360-degree detailing. No surface is left untouched.



# MINI LIFESTYLE PRODUCTS

## Youthful Energy

Making modern life fun, exciting, and pleasurable is the goal of the BMW MINI Lifestyle Collection. These products concentrate on “the life” as much as “the style,” from the simple telling of time to travel equipment for a weekend adventure trip. The collection captures the MINI design language, and reflects the attitudes and preferences of MINI drivers. Like the reborn MINI itself, strikingly original form, line and color combinations in these energetic designs immediately place them as members of a bold youthful brand.

2004





# STARBUCKS SIRENA

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## Reinterpreting A Classic

Starbucks Sirena is a unique concept in manual coffee machines. With this design, DesignworksUSA reinterprets a classic, communicating Starbuck's brand attributes of uplifting, authentic, considerate, creative, fun, and transformative. We distilled this personality into categories of gestures, proportions, surface, and details for a bold, iconic, simple look. Surfaces are handcrafted, contrasted, and strong with overemphasized, refined, rich details. The Sirena balances between progressive and conservative. Its overall experience is an authentic expression of the sensual art of coffee brewing.

2007





# KLIPSCH PALLADIUM P39F

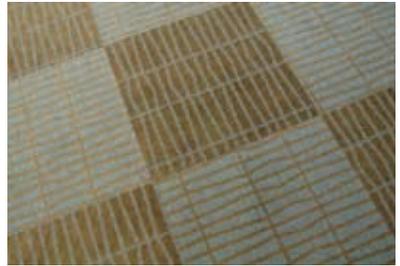
## Pure Contemporary Sound

Acoustics and aesthetics blend harmoniously in the Klipsch® Palladium™ P-39F high-end audio speaker. The cabinet profile is based on a catenaries curve or Gothic arch that inherently offers structural, acoustic, and visual benefits. Our design also celebrates the heritage of the Tractrix horn while showcasing Klipsch's proprietary technology in a system that fits into the modern lounge or home theater. With its elegant mix of materials, this design echoes trends in contemporary home furniture design, compliments a wide range of home décor, and imparts a distinctly premium Klipsch presence.

2007









## LEES CARPETS

### **Progressive Spirit**

For Lees Carpets, DesignworksUSA created two new, premium commercial modular carpet tile collections for architectural applications with a design language inspired by two key words: “dynamism” and “harmony.” Evaluating and factoring in how patterns were viewed both from a distance and close up — as well as how different viewing angles and light directions change perception — resulted in sustainable, modular collections that bridge aesthetic appeal and practical application with multi-dimensional textures and contemporary colors.area into a clear and simple read.

2007

# BMW SAUBER F1 HOSPITALITY SUITE

## Motorsport Passion

Developing a comprehensive design approach for BMW's Sauber Formula One racing team meant powerfully connecting BMW's passion, heritage and motorsport expertise with a fully integrated concept for everything from race car graphics to team gear. With the hospitality suite, DesignworksUSA's achieved a new level of excitement and innovation with soaring open spaces, smooth transitions and dynamic surfaces. This two-story mobile suite is airy yet energized, with disciplined sculptural surfaces and classic geometric shapes working together to create an inviting, spacious interior that is lightweight, efficient and completely mobile.

2007





# NILFISK POWER EXTREME & COUPE VACUMES

## **Aerodynamic Character**

Having successfully redesigned the Nilfisk Extreme vacuum, DesignworksUSA's approach to Nilfisk's new Power model was to redefine and redesign the entire product. The resulting ergonomic design changes the way a user interacts with a vacuum. Incorporating an "airflow" metaphor to create a design theme centered on graceful, aerodynamic character and elegantly unifying the device's many advanced features — improved dust pick-up, more efficient filtration system, and "silent suction" feature — it is a very quiet, powerfully intuitive vacuuming experience

2007





# ACER GEMSTONE NOTEBOOK

## **Jewel-like Computer**

The Acer Gemstone premium notebook computers are in a class of their own. With a unique high-quality appeal, featuring the color and material choices by DesignworksUSA, these laptops have unique optical and tactile effects. In addition to the introduction of innovative materials, Acer brand characteristics and exclusive functions are highlighted by means of eye-catching structural and graphical elements. The design, especially the elegant iridescent cover in polished black with a unique depth of color and sculptural form, of the Gemstone notebook imparts an unmistakable aesthetic and jewel-like appeal.

2008







# GINA LIGHT VISIONARY MODEL

## **Sculptural Mobility**

The GINA Light Visionary Model, a two-seat roadster with the unique dynamic proportions typical of BMW brand, is a vision of future cars that also serves as an object of research. The GINA (Geometry and Functions In "N" Adaptations) principle challenges existing manufacturing methods and grants greater freedom in car design, integrating new materials with pioneering, innovative constructions. The resulting solutions are dramatically different, mirroring drivers' ability to adapt to the environment and uniting form and function in an inseparable connection.

2008





# ADVANCED MEDICAL OPTICS

## Medical Milestone

Having worked with AMO to develop the award-winning SOVEREIGN™ System for eye surgery, DesignworksUSA was invited to design the new WHITESTAR Signature™, an all-new surgical platform that works with ultrasound to break up cataracts. Bringing this amazing device to a new level of performance, efficiency, and mobility culminated in a distinctive profile that reduces both the footprint and the amount of materials used while. It also incorporates a larger display featuring a unique, branded GUI that is simpler and easier to use.

2008





# EMBRAER PHENOM 100 & 300

## “Nu Luxury”

Reinventing the executive jet for Embraer, DesignworksUSA designed the Phenom 100 and 300 to lead in the 4-9 passenger light jet markets. Serving private owners, leasing, and air taxi clients, these jets break new ground by being luxurious, yet value-oriented and nimble aircraft. Utilizing multi-faceted teams, we brought branding, design, color and materials, and 3D fabrication skills together. The final design creates a feeling of serenity through simple elegance. It surprises with intelligent sustainable design solutions, and impresses with the highest attention to detail.

2008



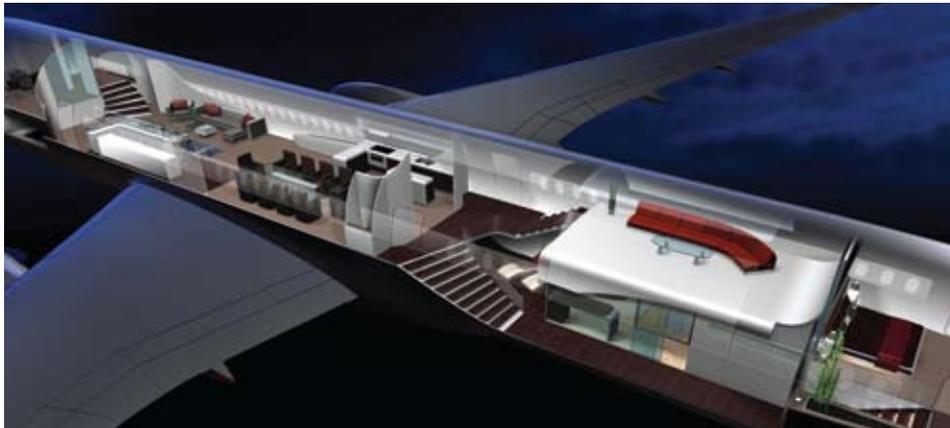
# BOEING BUSINESS JETS INTERIOR CONCEPT



## **Innovative Air Travel**

Demonstrating our innovative expertise in the field of transportation design, the DesignworksUSA interior concept for Boeing Business Jets' fleet of wide-bodied aircraft ushers in a new era for luxury long range aircraft. Unconventional use of lateral space complements a multi-level vertical experience, creating an open, flowing interior that delivers unparalleled freedom and mobility. The design demonstrates the benefits and pleasures that make the Boeing 787 Dreamliner not just a means of transport, but a luxurious intercontinental place to work, play, and live.

2008







# HP OFFICEJET ALL-IN-ONE 8500

## Multifunctional Design

Hewlett Packard extends its leadership position to meet the needs and expectations of Home Office and Micro Business (HOMB) target groups with the HP Officejet All-in-One 8500. DesignworksUSA developed a design that reflects the HP identity and visually communicates product performance and usability to small office owners. Leveraging characteristics shared across all HP Officejet products, the visual language in this design highlights key features and ease of use found in this affordable small multifunction— copier, scanner, fax, printer— piece of office equipment.

2009



# ZEYDON Z60

## Dynamic Offshore Yachting

With Belgian yacht manufacturer Zeydon's Z series 60-foot class cruiser, DesignworksUSA implemented core brand values of innovation, performance, function and no-nonsense design with exquisite execution, down to the last detail. Combining the sailing performance of an offshore racing yacht with the elegance of a modern pleasure cruiser, this remarkable concept is accentuated by the dynamic form and exciting gesture of the hull and superstructures, providing Regatta-oriented functionality and effortless handling while incorporating features usually found only on much larger yachts.

2009





# BAVARIA DEEP BLUE 46



## Powerful Expressive Proportions

BAVARIA Yachtbau GmbH, one of Europe's leading yacht manufacturers, commissioned DesignworksUSA to develop the design of a new product segment extending BAVARIA's motorboat range into the premium sector. The result of this collaboration is the Deep Blue 46, an uncompromising symbiosis of sporting dynamics and generous, innovative spatial concepts. Launched at the Düsseldorf Boat Show in January 2009, the vessel combines traditional boat design with powerful, expressive proportions and sculptural exteriors, emphasizing performance and expressing customers' desire for maritime freedom and mobility.

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2009







# HP PHOTOSMART B8550 PRINTER

## Photographic Sensation

After several successful design programs for HP commercial and professional products, DesignworksUSA created the Photosmart B8550 printer targeted at the advanced amateur and high-end consumer photography market. The design language reinforces HP's value proposition within the existing Photosmart printer portfolio. Revealing and presenting the actual photo print to the user is the beauty of HP's photo printing technology. By also focusing on a reduced perception of size, easy to use touchpoints, increased speed and versatility, the design is optimized especially for the target consumer.

2009



# SAECO XSMALL

## Less Is More

After numerous award-winning designs together, Saeco again partnered with DesignworksUSA to create the Saeco Xsmall, the tiny miracle in the Saeco portfolio. Designed for the maximum effect in the most minimum of space, this coffeemaker gives expressive form to a Latin passion for coffee. Picking up the design language of previous models, such as the operating elements, focal points, and half-closed colored casing, this design continued the soft, elegant lines while adding strong color contrasts that appeal to young coffee lovers in particular.

2009





## HYDROGEN POWERED SALT FLAT RACER

### **Fast And Sustainable**

Designed on the premise of Reuse (instead of recycle), this hydrogen powered salt flat racer utilizes existing, ordinary, and mundane materials, such as old oil barrels and barbecue lids, as main components for the body and wheel discs. Friendly, whimsical and sustainable, this concept car adds humor and an approachable twist on the complicated subject of hydrogen technology. The idea is not to guess what physical form a futuristic design will look like, but instead use existing technology to adapt to future mobility.

2009



"DO NOT WAIT FOR EXTRAORDINARY  
CIRCUMSTANCES TO DO GOOD ACTION, TRY TO  
USE ordinary SITUATIONS"

-JEAN PAUL RICHTER

reuse is up to 97% more energy efficient than recycling



hydrogen salt flat racing

# HP Z800 & Z600 WORKSTATION

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## **Distinctively Different**

Workstations are the highest class of personal computers, qualified by their manufacturer to run professional software applications; and designed to exceed the expectations of the most demanding users. Creating a holistic design language for the next generation of HP Computer Workstation targeted to users in five different categories: Digital Content Creation (DCC), Engineering, Financial, Oil and Gas, and Education was DesignworksUSA's challenge. Iconic exterior styling that serves as a key visual differentiator and a modular uncluttered "tool-less" interior, which together communicate this high-end mobile workstation's performance, power, and sophistication was the result.

2009





HP xw 6400 Workstation



# BMW Z4 ROADSTER

## Roadster, Reborn

With the BMW Z4, the classic roadster is back, more powerful and stylish than ever before. DesignworksUSA contributed to the design of this outstanding two-seater that offers a unique combination of elegance, agility, and comfort by stressing the harmonious union of exterior and interior, critical in an open-air car. The only car in its segment combining classic roadster proportions with seating close to the rear axle, rear-wheel drive, and a retractable hardtop, the Z4 represents an unparalleled balance of driving pleasure and fuel efficiency.

2009







## EMBRAER LEGACY

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### **Luxury Redefined**

After the extremely successful design of the Embraer Phenom 100 and 300, DesignworksUSA was again chosen by Embraer, one of the world's largest aircraft manufacturers, to design the interior of Embraer's Legacy jet. The design creates a simple and elegant first impression that surprises with intelligent design solutions and impresses with the highest attention to detail. Challenging traditional definitions of opulence, hierarchy, and symbolism, the design strategy incorporates the values of simplicity, space, transparency, serenity and comfort with a space that is sensorial, surprising, and exquisitely tactile.

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2010



# THERMALTAKE LEVEL 10 GAMING TOWER

## Cool Performance

DesignworksUSA responded to the challenge of creating a design concept for a high-end gaming tower by focusing on the architectural aesthetics inherent in computers themselves. Balancing a mix of usability, innovation, and iconic design, components are enclosed in individual protective direct access cases balanced asymmetrically, as part of an overall design language that also provides superior interchangeability and transportability. This solution was both aesthetic and increased gamer performance by keeping components cool with Thermaltake superior ventilation technology.

2010







# BMW CONCEPT X1

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## **Cool Elegance**

The BMW Concept X1 is the first sports activity vehicle in the premium compact segment. It is an authentic transition of the features and design language typical of a BMW X model into a new class of automobiles. DesignworksUSA's concept study offers a clear expression of modern style, agility, versatility and quality. The striking design clearly expresses power and dynamic performance, and creates a new standard for cool elegance and variable function in spontaneous sporty mobility.

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2010





# DASSAULT FALCON 7X

## Cool Elegance

The BMW Concept X1 is the first sports activity vehicle in the premium compact segment. It is an authentic transition of the features and design language typical of a BMW X model into a new class of automobiles. DesignworksUSA's concept study offers a clear expression of modern style, agility, versatility and quality. The striking design clearly expresses power and dynamic performance, and creates a new standard for cool elegance and variable function in spontaneous sporty mobility.

2009







## K2 CLUTCH

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### **Cool Elegance**

The BMW Concept X1 is the first sports activity vehicle in the premium compact segment. It is an authentic transition of the features and design language typical of a BMW X model into a new class of automobiles. DesignworksUSA's concept study offers a clear expression of modern style, agility, versatility and quality. The striking design clearly expresses power and dynamic performance, and creates a new standard for cool elegance and variable function in spontaneous sporty mobility.

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2009

